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INTERNATIONAL MOTORCYCLE SHOWS

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Avanstar Communications Inc.

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Contact: DeeDee Taft/Shelbi Okumura
Spin Communications
415/380-8390
deedee@spinpr.com

2009-2010 CYCLE WORLD INTERNATIONAL MOTORCYCLE SHOWS®
SET TO CRUISE INTO 11 CITIES ON NATIONWIDE TOUR

World's Largest Motorcycle Show Series Rolls Out the Latest Street Bikes, Sportbikes, Cruisers, Scooters and More

Irvine, Calif. (July 15, 2009) – The *Cycle World* International Motorcycle Shows are set to take over 11 cities during the 29th annual nationwide tour. This cross-country motorcycle extravaganza allows motorcycle riders, gear heads and new bikers from California to New York to get an up-close look at more than 500 new model motorcycles including street bikes, dirt bikes, fuel efficient bikes, cruisers, scooters, ATVs, UTVs, watercraft and more from the major manufacturers. The *Cycle World* International Motorcycle Shows will also feature the latest gear and accessories, new rider programs, demo rides, informative seminars, interactive entertainment and more.

The 2009-2010 *Cycle World* International Motorcycle Shows® schedule is as follows:

November 13-15, 2009	Dallas Convention Center	Dallas, TX
November 20-22, 2009	San Mateo County Event Center	San Mateo, CA
December 4-6, 2009	Long Beach Convention Center	Long Beach, CA
December 11-13, 2009	Owest Field & Event Center	Seattle, WA
January 1-3, 2010	Rock Financial Showplace	Novi, MI
January 8-10, 2010	Carolina First Center	Greenville, SC
January 15-17, 2010	Washington Convention Center	Washington D.C.
January 22-24, 2010	Jacob K. Javits Convention Center	New York, NY
January 29-31, 2010	I-X Center	Cleveland, OH
February 5-7, 2010	Minneapolis Convention Center	Minneapolis, MN
February 19-21, 2010	Donald E. Stephens Convention Center	Chicago, IL

“Nearly 1,000 companies including the leading motorcycle manufacturers, accessory companies and retail stores will showcase the hottest new vehicles, parts and accessories for your two-, three-, or four-wheeled vehicle,” said Show Director Jeff D’Entremont. “Whether you are a long-time motorcycle rider, city commuter, track veteran or a potential new rider, each show stop is filled with the latest bikes, gear, fashion, safety equipment and more to get your motor running.”

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For the 17th consecutive year, *Cycle World*, the world's most popular motorcycle magazine, is the title sponsor for the series. The *Cycle World* International Motorcycle Shows® is the world's largest motorcycle show series. For more information, call 800/331-5706 or visit motorcycleshows.com.

About Advanstar

Advanstar Communications Inc. (www.advanstar.com) is a leading worldwide media company providing integrated marketing solutions for the Fashion, Life Sciences and Powersports Industries. Advanstar serves business professionals and consumers in these industries with its portfolio of 147 events, 68 publications and directories, 267 electronic products and Web sites, as well as educational and direct marketing products and services. Market leading brands and a commitment to delivering innovative, quality products and services enables Advanstar to "Connect Our Customers With Theirs."

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